



NEW JERSEY SENATE

ROBERT J. MARTIN
SENATOR, DISTRICT 26 (MORRIS/PASSAIC)
101 GIBRALTAR DRIVE, SUITE 1A
MORRIS PLAINS, NEW JERSEY 07950
973 984-0922 FAX
973 984-8094
senmartin@njleg.org

MEMBER
SENATE EDUCATION COMMITTEE
MEMBER
SENATE **JUDICIARY** COMMITTEE

August 4, 2005

Chief, Regulations & Procedures Division
Alcohol & Tobacco Tax & Trade Bureau
Attention: Notice No. 41
P.O. Box 14412
Washington, D.C. 20044-4412

Dear Chief:

As you are aware, food, soft drinks, over-the-counter drugs, and dietary supplements provide consumers with basic consumer information on the label. *Alcoholic beverages--with some exceptions--are the only major class of consumable goods that do not provide this type of information on the label.* I urge TTB to adopt regulations that permit consumer-oriented "serving facts" on beer, wine and spirits labels. I also commend TTB for seeking public comment on such proposed regulation changes. However, in the interim, I encourage TTB to permit clear, non-misleading, voluntary labeling to list information such as serving size and servings per container, as well as alcohol, calories, fat, carbohydrates, and protein per serving. It would be particularly important for consumers to be made aware of the amount of alcohol per serving, per container.

The U.S. government's advice on moderate drinking, as provided in Dietary Guidelines for Americans (USDA and HHS, 2005) reads:

The majority of American adults consume alcohol. Those who do so should drink Alcoholic beverages in moderation. Moderation is defined as the consumption of up to one drink per day for women and up to two drinks per day for men. Twelve Fluid ounces of regular beer, 5 fluid ounces of wine, or 1.5 fluid ounces of 80-proof distilled spirits count as one drink for purposes of explaining moderation, (p. 44)

and placement of information on alcohol per serving and servings per container on beer, wine and distilled spirits labels will help consumers to better understand the government's recommendation. Thank you.

Very truly yours,

Robert J. Martin